

ABSTRACT

A product display device is comprised of a wire base structure with a plurality of spaced-apart, straight parallel wire supports extending in a front-to-back direction, and wire cross bars underlying the wire supports adjacent their front and back ends. Plastic base elements are snap-fitted to the cross bars at the front and back ends of the wire base structure, and a pusher means is provided on the base structure for urging displayed product items toward the front. A molded plastic barrier panel is mounted at the front of the front base element by vertical tabs which are received in vertical grooves at the front of the base element. The plastic barrier panel can be made of clear, transparent material for optimum viewing of the product being displayed. The panels can accommodate the presence of product identifying logos, graphics or other special information associated with a particular product.